

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (currently amended) A system providing associated links in content viewable by a computing browser-type application capable of receiving and displaying content, comprising:  
a client side helper object embodied in at least one computer ~~readably~~ readable medium ~~in the system~~, said helper object cooperating with the computing browsing application to parse the content and wherein said helper object does not cooperate with any other content viewing application; and  
a client side recognizer embodied in at least one computer ~~readably~~ readable medium ~~in the system~~, said recognizer cooperating with said helper object to compare said content with a predefined list of key-phrases and/or syntactic rules for recognizing key-phrase candidates.
2. (previously presented) The system as recited in claim 1, further comprising at least one action handler, said at least one action handler executing at least one pre-defined action related to said associated links.
3. (previously presented) The system as recited in claim 1, further comprising an associated link update engine, said associated link update engine operating to automatically update said predefined list of associated links key-phrases and/or syntactic rules.
4. (previously presented) The system as recited in claim 1, wherein said computing browser-type application comprises a content browser computing application.
5. (original) The system as recited in claim 1, wherein said helper object further comprises a first listener and a second listener.
6. (currently amended) The system as recited in claim 5, wherein said first and second listeners comprise at least one set of instructions to monitor and be ~~response~~-responsive to interaction with said computing browser-type application.

7. (currently amended) The system as recited in claim 1, wherein said associated links offer features comprising any of a group comprising: additional associated links, search operations, additional content, and execution of cooperating computing applications include at least one of ~~of~~ an additional associated link, functionality for a search operation, functionality for displaying additional content, and functionality for executing a cooperating computing application.
8. (currently amended) The system recited in claim 7, wherein when said associated links includes an additional associated link, said additional associated link ~~is links are being~~ related to an underlying associated link.
9. (previously presented) The system as recited in claim 7, wherein when said associated links includes functionality for displaying additional content, said additional content is related to an underlying associated link.
10. (original) The system as recited in claim 1, wherein said computing browser-type application resides on a client computer of a networked computer environment.
11. (original) The system as recited in claim 10, wherein said received content is received from at least one computer server of said networked computer environment.
12. (currently amended) A method providing associated links in online content, comprising the steps of:
- receiving online content by a computing application from a cooperating content server over a communications network;
  - parsing said received online content by a client side helper object to ~~generated~~ generate parsed online content, said helper object cooperating with said computing application and wherein said helper object does not cooperate with any other content viewing application;
  - comparing said parsed online content by at least one client side recognizer to a predefined list of associated links to identify match true associated links; and

incorporating match true associated links in said received online content by said computing application to generate processed content for display to participating users.

13. (original) The method as recited in claim 12, further comprising the steps of:  
displaying said generated processed content to participating users through a cooperating display device; and  
monitoring activity by said participating users with said match true associated links of generated processed content to offer content associated with said associated links.

14. (original) The method as recited in claim 13, wherein said monitoring step comprises the steps of:  
executing a first listener, said first listener monitoring activity with the top level computing applications session; and  
executing a second listener, said second listener monitoring activity with all other computing application sessions.

15. (original) The method as recited in claim 12, further comprising the step of:  
executing said match true associated links upon interaction from participating users, said interaction being realized through at least one input from a user interface interfacing with said match true associated links.

16. (original) The method as recited in claim 15, wherein said executing step comprises the step of:  
aggregating content associated with said executed associated link; said aggregated content comprising any of a group comprising additional associated links, additional relevant content related to said executed content, execution commands for search operations, and execution commands to launch cooperating computing applications; and  
generating an interactive display pane, said interactive display pane populated with said aggregated content.

17. (original) The method as recited in claim 12, wherein said parsing step comprises the step of:

separating said received online content into phrases; and  
communicating said phrases to said recognizer.

18. (original) The method as recited in claim 12, wherein said comparing step comprises the step of:

processing said phrases to identify any words that are contained in said predefined list of associated links.

19. (original) The method as recited in claim 12, wherein said incorporating step comprises the step of:

highlighting said match true associated links such that they appear having a different color and/or format than surrounding non-associated link content.

20. (previously presented) A computer readable medium having stored thereon a plurality of computer executable instructions for performing the method of steps as recited in claim 12.

21. (currently amended) A method to automatically update a predefined list of associated links in a system capable of providing associated links in content viewable by a computing browser-type application capable of receiving and displaying content, wherein the system includes a client side helper object embodied in at least one computer readable ~~readably~~ medium in the system cooperating with the computing browsing application to parse the content and wherein said helper object does not cooperate with any other content viewing application and a client side recognizer embodied in at least one computer readable ~~readably~~ medium in the system cooperating with the helper object to compare the content with the predefined list of key-phrases and/or syntactic rules for recognizing key-phrase candidates, comprising:

providing an update engine on a computing application incorporating associated links in online content;

upon the passing of a predefined event, said update engine communicating with an update server to obtain data indicative of an updated associated link list; and

replacing existing predefined associated link lists with obtained associated link lists.

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22. (previously presented) The method recited in claim 21, wherein said replacing step comprises the step of:

modifying said existing predefined associated link lists to include data on said obtained associated link lists.

23. (previously presented) A computer readable medium having stored thereon a plurality of computer readable instructions for performing the method of steps recited in claim 21.